MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DEN5018 – ENGLISH

(All Groups)

29 FEBRUARY 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **EIGHT** pages only.
2. Answer **ALL** questions in **Sections A and B.**
3. Please write all your answers in the Answer Booklet provided.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: *Read the passage below and answer the questions that follow.*

What is the Netflix Effect?

1 When was the last time you saw a movie in theatres? How about the last time you watched a movie or a show on Netflix? If you are like most subscribers, you have done the latter more often. Netflix allows subscribers to watch a wide **variety** of award-winning television shows, movies, documentaries, and more on thousands of internet-connected devices. Moreover, subscribers can enjoy unlimited advertisement-free viewing of content.

2 Even as movies bring in record amounts of money at the box office, Netflix grows its number of subscribers by around 10 per cent a year, and now has an estimated more than 59 million subscribers in America alone. There is no doubt Netflix is the definitive modern media company, and its impact is felt in a number of industries. This can be seen when a new series in Netflix catapults unknown actors to fame; a result of millions of people binge watching the shows. As Netflix dumps full series online, people are no longer watching just one episode of a particular show each week.

3 Before Netflix, viewers went to the movies, rented DVDs and watched what was aired on the television. Now, viewers can stream content instantly to any device. They are no longer tied to the television and forced to sit through advertisements. Instead of paying for cable television services, a growing number of Americans are unsubscribing to cable television services and only using streaming services. In 2018, the number of people who unsubscribed cable television services increased by nearly 33 per cent, and at the same time, Netflix users are increasing. Subscribers prefer the flexibility of being able to watch what they want when they want to. They do not want to pay for content they will not watch.

4 Moreover, original content is what stands out to viewers. Netflix spent a staggering $13 billion on content in 2018, with around 85 per cent of that going to original shows. They can watch most network shows in multiple places, but they can only get original content straight from Netflix. The content creation division of the company seems to be at the peak of viewers' demand. The Netflix original movie Bird Box was watched by 45 million accounts when it was first released. When translated to box office dollars, the movie would smash anything currently in theatres. *Bird Box may well be the new template for a Netflix "blockbuster"*. Netflix subscribers who are deciding to watch a movie are making a much less loaded decision than theatregoers. They have already paid their monthly fee and are not being charged for pressing a button. Furthermore, they do not have to leave their homes and can stop the film anytime they want.

5 Netflix was one of the first companies to use new internet technology to drive nearly its entire business model. The service started as a mail-order DVD company, but now just a sliver of its subscribers, in fact less than 1 per cent, actually get their DVDs by mail. Instead, Netflix relies on the internet to share its products with customers around the world. The online business model has

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also allowed Netflix to collect huge amounts of data on its customers.

6 Netflix uses a variety of methods to help its subscribers find TV shows and movies they will enjoy. It takes subscribers' ratings and uses metrics like viewing and searching habits to help determine which TV shows and movies viewers suggest. Netflix pays attention to what people are actually watching to better understand what members may enjoy and make personalised recommendations. The AI-powered algorithm creates personalised recommendations for each user based on their preferences, watch history, ratings and demographics (such as age, sex, and income). Whether *it* is looking at which new series they are watching, how much of an episode they finish, what types of genres they tend to watch the most, or what language they prefer watching in, Netflix is constantly using its members' own preferences to suggest TV shows and movies they will love. The recommendations are usually incredibly accurate. According to Netflix, 80 per cent of watched content comes from recommendations.

7 In an age where brands across all industries are trying to predict what customers want next and create personalised recommendations, Netflix is setting the bar. Netflix also understands the need to constantly be innovating. The company has changed drastically from its original form of a DVD service. Netflix defines and disrupts the industry by looking for new technology and staying ahead of trends.

8 Netflix affects many industries, but the greatest impact is felt in film and television. Netflix's content is put right in front of customers for easy marketing. Netflix recently made a move into the independent film category where movies in theatres typically face an uphill battle. Now, even small films can easily be seen on Netflix. Netflix is also in direct competition with television. The company used to be a boost to existing shows that were still airing on television. However, since 2013, Netflix has been creating its own original content that puts it in direct competition. Essentially, for every show Netflix creates, it is taking away its subscribers from a show on television. They also have to adjust their processes and content to keep up with it.

9 Of course, there is much to praise about Netflix. It offers a valuable addition to the home entertainment experience and offers alternative forms of viewing and consuming content. Because of Netflix, the industry is paying more attention on the customers' attitudes, behaviours, and preferences. Its disruption of the industry has resulted in many positive changes to distribution, and we find much content that might otherwise have not been seen.

Adapted from Morgan. B. (2019, February 19). What is the Netflix effect? *Forbes.* Retrieved from http://gg.gg/netflix-forbes

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Question 1: Contextual Clues (5 marks)
Instructions: *Provide a word from the reading passage for each definition below.*

0.	*a collection of different things*	*Paragraph 1*	*Answer: variety*
a.	to do something too much in a short period of time	Paragraph 2	Answer:
b.	the ability to be easily changed or modified	Paragraph 3	Answer:
c.	a small number	Paragraph 5	Answer:
d.	the characteristics of a specific group of people	Paragraph 6	Answer:
e.	difficult to deal with	Paragraph 8	Answer:

Question 2: True or False (5 marks)
Instructions: *For each statement, write (T) if the statement is true and (F) if the statement is false.*

a. Netflix offers never-ending selection of television shows, movies and original contents without commercials.

b. Netflix currently has more than 59 million subscribers worldwide.

c. In the beginning, Netflix started its business by using the post office to send DVDs to customers.

d. Most of the time, Netflix's customised recommendations are not precise.

e. Netflix moves into original content to draw people away from television.

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Question 3 : Comprehension Questions (15 marks)
Instructions: *Answer the following questions.*

a. List out the services provided by Netflix. (2 marks)

b. How has Netflix changed the way we watch films and television shows? (2 marks)

c. *Bird Box may well be the new template for a Netflix "blockbuster"* (line 32-33). (3 marks)
Based on the passage, provide three (3) reasons of its success.

d. What is the main idea of paragraph 5? (1 mark)

e. How does Netflix's recommendation system work? (2 marks)

f. What does "*it*" in line 51 refer to? (1 mark)

g. Provide the strategies television needs to employ to keep ahead of competition. (4 marks)

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SECTION B: GRAMMAR [25 MARKS]

Question 1: Word Classes (5 marks)
Instructions: *Determine whether each numbered word is a noun, pronoun, adjective, verb, adverb, conjunction, preposition or determiner.*

Discipline Strategies to Manage Aggression in Children

Whether your **(0) child** hits because he is angry or he bites for reasons you just do not understand, aggressive behaviour can be a normal part of child development. Usually, if a child receives consistent negative consequences for aggression and learns new skills to improve his behaviour, aggression **(1) begins** to subside during the preschool years.

Occasionally, aggression can be a symptom of a **(2) much** bigger problem. In some circumstances, a child may require professional help to address the problem. Toddlers sometimes behave aggressively because they lack the verbal skills to get their needs met. A child who can't say, "Don't do that," when his brother takes the toy out of his hands may hit or bite to express his **(3) displeasure**.

School children sometimes behave aggressively because they cannot regulate their emotions. A child who does not have the **(4) language** ability to say, "I'm really angry right now" might show his anger by kicking his mother.

Sometimes, kids become aggressive because hitting or biting works. When a child discovers that his sister leaves him alone **(5) if** he hits her, he may decide hitting is a good way to get what he wants. Sometimes, children hit their parents as a way to try and get their way and if it is effective, aggression is **(6) likely** to get worse.

For example, if a child hits his mother because she would not buy him a toy, and his mother eventually gives in and gets him the toy, the child will learn that **(7) hitting** is a good way to manipulate his mother.

Any act of aggression should result **(8) in** an immediate consequence. The effective consequences that can definitely **(9) deter** aggression are time-out, restitution, loss of privileges and reward systems.

No matter how many types of consequence you choose to use, make sure that **(10) they** constitute discipline and not only punishment. Shaming or embarrassing your child can backfire and may lead to increased aggression.

(0)	**noun**
(1)	_____
(2)	_____
(3)	_____
(4)	_____
(5)	_____
(6)	_____
(7)	_____
(8)	_____
(9)	_____
(10)	_____

Adapted from Morin, A. (2019, September 15). *Discipline strategies to manage aggression in children.* Retrieved from https://www.verywellfamily.com/discipline-strategies-to-manage-aggression-in-children-1094953

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Question 2: Subject-Verb Agreement (10 marks)
Instructions: *The following extract contains 10 errors in subject-verb agreement. Identify the errors and correct them as shown in the example.*

Example:

No.	Line	Error	Correction
0	2	are	is

Honey for Weight Loss

Associate Professor Dr Wan Iryani Wan Ismail from the Universiti Malaysia Terengganu **are** a strong advocate of honey for its remedial values. Combating obesity using sugar sound too good to be true. However, Dr. Wan Iryani, who is currently researching on the mechanism of honey consumption in human body, beg to differ. "Research has shown that honey can reduce the size of fat cells. In the long run, it can control excessive weight gain," said Wan Iryani. She was recently named one of the L'Oreal-Unesco Fellowship for Women in Science award winners in recognition of her research efforts. With the research grant, she hopes to produce a capsule-based health supplement, which contain natural honey to treat obesity.

"Due to its sweet property, it is hard to convince people that honey can contribute to weight loss. It sounds bizarre because people might think that sugar is the main culprit for obesity. "Honey and sugar are carbohydrates that is commonly used as sweeteners. However, processed sugar has higher glycemic index (GI) compared with honey, meaning it raise blood sugar levels more quickly. "In terms of reducing obesity, I found that natural honey can regulate metabolism using the insulin signalling pathway, which are related to insulin hormone for food intake. It is known as a key regulator that can regulate our metabolism at the normal level to provide more energy and other functions. Natural honey has many other nutrients, such as vitamins, minerals, antioxidants and organic acids which makes honey a suitable supplement to maintain our health.

Her studies using experimental rats has shown that genuine honey can reduce excess weight gain and obesity biomarkers. Results have shown significant weight reduction of the rats. They became thinner and healthier. "In contrast, artificial honey, which contains mostly processed sugar, showed opposite findings and caused liver damage in the rats."

Wan Iryani added that the consumption of pure honey could control the ghrelin hormone that could suppress one's appetite. Medical applications of honey is well known across cultures since the olden days. However, the use of honey for treatments is not widely accepted due to skepticism. Wan Iryani said: "The skepticism mainly stem from the adulterated and fake honey in the market, overshadowing medicinal benefits of natural honey. Using the scientific evidence from our research, I hope to boost awareness among honey consumers."

Adapted from Karim, M.A. (2019). *Honey for weight loss.* Retrieved from https://www.nst.com.my/education/2019/11/542545/honey-weight-loss

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Question 3: Tenses (10 marks)
Instructions: *For questions 1-10, read the text and choose the correct answer.*

Example: (0) ____A____

Pisa Rankings: Why Estonian Pupils Shine in Global Tests

Estonia is Europe's newest education powerhouse. Generally, it **(0)** _____ the major European economies, including the United Kingdom (UK), in influential global education tests. These Pisa tests measure the ability of 15-year-olds to apply their skills and knowledge to real-life problem-solving in reading, maths and science.

The Organisation for Economic Co-operation and Development (OECD) (1) _____ the tests since 2000, and most middle and higher income countries take part in the test. In the Pisa results published in 2016, Estonia (2) _____ third in science while the UK was ranked 15th, and in reading Estonia was ranked sixth - far above the UK's 22nd place. For many decades, the United Kingdom (3) _____ on education relatively high compared to the average across larger economies, but the same is not true of this small Baltic state. Estonia always (4) _____ high quality early years' education a priority.

Kristin Talvik has a six-year-old child in the oldest group. That means her child (5) _____ compulsory schooling next year at the age of seven. Therefore, parents rely on kindergarten to get them ready. "It is very important because learning will be so fast," says Kristin. "The most important thing is that he is socially ready." Almost every child in Estonia (6) _____ to Kindergarten from the age of three, or even earlier. Kindergartens (7) _____ children to learn through play directed by teachers, with some more formal learning gradually introduced. This is where Estonia begins to level up the attainment of all children, by making sure as many as possible are emotionally and physically ready to learn. The children get a school readiness card describing their skills, their development and what more they need to do.

It is a world away from England, where at similar age children currently (8) _____ for their first national tests in Years 1 and 2. Pupils sit phonics tests in Year 1 and standardised tests in reading, writing and maths in Year 2. The results for the Year 2 tests are no longer used for league tables, and from 2023 they will be optional. In the meantime, it is not unusual for a six or seven-year-old to be sent home with past test papers to practise. Estonia's system is quite different, but by the age of 15, its students (9) _____ the UK in every single subject domain of the Pisa tests. In Estonia the universal basic education is in schools where pupils stay from age 7 to 16. Putting students in different groups by subject or overall attainment, known as sets or streams in the UK, is very rare in Estonia. There is a national curriculum, but relatively few measures to hold schools to account through results. Teachers have a relatively high level of freedom to take risks in how they design lessons. For education ideas, Estonia looked to its neighbor Finland after it (10) _____ independence from Russia.

Adapted from Jeffreys, B. (December 2, 2019. *Pisa rankings: Why Estonian pupils shine in global tests.* Retrieved from https://www.bbc.com/news/education-50590581

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0.	**A. outperforms**	**B. outperformed**	**C. has outperformed**	**D. had outperformed**
1.	A. run	B. ran	C. has run	D. will run
2.	A. come	B. came	C. will come	D. will be coming
3.	A. will spend	B. was spending	C. had spent	D. has been spending
4.	A. makes	B. made	C. has been making	D. will be making
5.	A. starts	B. will start	C. has started	D. had started
6.	A. comes	B. will come	C. has been coming	D. will be coming
7.	A. expect	B. expected	C. will expect	D. will be expecting
8.	A. prepare	B. are preparing	C. had prepared	D. had been preparing
9.	A. beats	B. is beating	C. had beaten	D. will have beaten
10.	A. will regain	B. is regaining	C. has been regaining	D. had regained

End of Paper